

Pre-wedding plans

In search

of the perfect wedding dress



By Deb Hooker
Staff Reporter

The wedding gown. It's amazing that a dress that only comes in one color — OK, maybe three; white, candlelight and ivory — can be so hard to choose.

Even though she will wear it only once in her lifetime, a woman's wedding gown is the most memorable dress she will ever buy. It has to be perfect, and perfection is hard to find.

The nice thing about wedding gowns is that they never go out of style, said Dawn Jacobs, assistant manager of J'Maries Bridal shoppe, 225 N. Cotner Blvd. While some styles go in and out, year after year, Jacobs said, a woman should not feel like she must choose something that appeared in this month's issue of Bride's magazine. She should choose a gown that looks and feels beautiful on her.

"For some reason, I can't say a bride's out of style when she's in a beautiful wedding gown," Jacob's said.

However, there are some dresses that are more popular this year. Import dresses are in big demand, Jacob's said. Designers such as Jean Phoenix, Private Label by G and Bonnie's are Jacob's biggest sellers, she said. They cost anywhere from \$495 to \$900.

Robin Hesselgesser-Robinson, bridal consultant for Miller & Paine,

13th and O streets, agreed that import dresses are this season's biggest sellers. She said women generally are looking for dresses in a medium price range that look and feel expensive. Import dresses fit the bill.

Hesselgesser-Robinson said she has noticed a trend toward the traditional. Brides are going for longer trains and more ruffles.

Traditional is the theme behind the design of one of Miller & Paine's more popular gowns, the Illissa. Illissa dresses usually are long-sleeved, high-necked silk dresses with hand-sewn beading. They cost from \$600 to \$1,350.

Although traditional is back, not all brides are becoming carbon copies of their grandmothers. Hesselgesser-Robinson said women also are buying tea-length dresses which end about 4 inches above the ankle. Candlelight and ivory-colored dresses are doing well this year, too, she said.

Hats also are making a comeback this season, Hesselgesser-Robinson said. Big-rimmed hats with shallow crowns are especially popular.

Jacobs said she has seen a hat revival at J'Maries Bridal Shoppe as well. Her customers are looking for a classy but dramatic look in headwear, she said. Women can expect to spend \$34 to \$170 for this look.

As if she did not have enough to worry about with picking out her

wedding gown, most brides also choose the groom's tuxedo.

Grooms usually do little more than come into the shop to be fitted for the tux, which the bride usually has picked for him, said Tami Weissert, manager of Max I Walker Formal Wear, 235 So. 70th St.

That could be one reason the most popular color for cumberbunds at Max I Walker's is dusty rose, Weissert said.

Black and grey are far and away the most popular colors for the rest of the tuxedo, Weissert said. Two of her most-chosen designers are Pierre Cardin and Bill Blass. Both styles sell for \$350 to \$600 and ordinarily rent for about \$50. However, Max I Walkers now is running a special \$25. Blass and Cardin tuxes run a little more than some other styles, but their higher quality material and fine lines make them worth it, Weissert said.

The Dynasty collection is doing well in Lincoln, Weissert said. The television show made it popular, she said, but its sales probably will not fall with the show's ratings. The tux is classically designed, so it will not be a fad, she said.

Miami Vice wedding apparel is another story. Weissert said she doesn't carry the line because its bright colors and casual design dooms it to certain death when the show sees its last season.

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